



**A STUDY ON FACTORS THAT INFLUENCE INTERNATIONAL STUDENTS CHOICE
TO FURTHER STUDIES AT UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM)**

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JUNE 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"**

I, MUHAMAD SHAHRULFITRI BIN MOHD SULAIMAN (I/C Number: 910826-14-5605)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: JUNE 2014

LETTER OF SUBMISSION

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Dear Sir/Madam,

Attached is the project title **“A STUDY ON FACTORS THAT INFLUENCE INTERNATIONAL STUDENTS CHOICE TO FURTHER STUDIES AT UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM)”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

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ABSTRACT

Every university and institution must have the ability in order to attract students, either local or foreign, it has become a crucial advantage in the competitive between higher education institution even private and public university. However, research looking into international students' perceptions on university selection is still very lacking in the local setting. Thus, this study aims to identify the factors that influence the national students choice to further studies at Universiti Tun Hussein Onn Malaysia (UTHM) and to verify their relationships. The results indicated that university/institution reputation, education facilities, and cost and fee (financial factor) were having significant relationships with international students' choice to further studies at Universiti Tun Hussein Onn Malaysia (UTHM). Recommendations for future research have also been put out in this paper.

Keywords: *Choice, International students, university reputation, educational facilities, cost and fees,*

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